

May 2005



# NEWSLINER

## KENTUCKY CRAFTED: THE MARKET 2005

### Follow Up

With several weeks behind us since Kentucky Crafted: The Market was held, the evaluations and final results are still coming in and being evaluated. For the first time in six years, exhibitor numbers exceeded 300. Free admission to all children under 16 this year boosted participation in the Children's Activity areas. Total attendance is estimated at 8,930, which is slightly higher than 2004, which was 8,748.

Based on initial reports from exhibitors, overall sales are projected to be comparable to 2004. Kentucky Craft Marketing Program (KCMP) has received an abundance of positive comments from exhibitors, buyers, and the public in regard to the overall quality of products, appearance of the show, and professionalism of the exhibitors. New exhibitors, who are very attractive to all buyers, seemed to have fared very well. There are good reports of reactions to the product development efforts, and exhibitors being approached to develop new or customized products.

Wholesale trade attendance was slightly lower than last year, with 367 shops attending compared to 407 in 2004. Retailers from 21 states traveled to Louisville, some from as far away as Arizona and New York.

Young visitors experienced the hands-on Children's Area sponsored by the Kentucky Historical Society, the Kentucky Folklife Program, and the Little Loomhouse. Educational topics included the importance of rivers in Kentucky through

*First Lady, Glenna Fletcher, admires Audrey Schulz's work.*



## WE ARE MOVING!

The Kentucky Arts Council  
and Craft Marketing Program  
are moving, May 9–13, to

**Capitol Plaza Tower**  
**21st Floor**  
**500 Mero Street**  
**Frankfort, KY 40601**

Please bear with us  
as we get settled  
in our new offices.

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**KENTUCKY CRAFTED: THE MARKET 2005 cont.**

boat building demonstrations and hands-on activities inspired by the Kentucky History Center's exhibit, *A River Runs Through Us*. Children were offered the experience of hand weaving by members of the Little Loomhouse.

The Kentucky Folklife Program featured members of the Mammoth Cave Basketmakers Guild who demonstrated white oak basketmaking traditions of South Central Kentucky. Basketmakers taking part in the weekend demonstrations included Lestel Childress of Park City, Leona Waddell and Sam Peters of Cecilia, Charles and Charlene Long of Upton, Frances and Willard Glass of Cub Run, and Beth Hester and Scott Gilbert of Scottsville.

A first time workshop, ***Beginner's Guide to Creating an Art Collection***, hosted by the Kentucky Arts Council, was presented by individuals that have built incredible personal collections of original artwork. The workshop educated participants about identifying original work, motivations for buying art, where to look for it and how to buy it. Registered participants were invited to attend the exclusive, invitation only, ***Collector's Preview of Kentucky Crafted: The Market 2005***, following the seminar. The first ever preview targeted special clients and VIPs of craft exhibitors and the sneak preview featured the gallery section showcasing one-of-a-kind and limited production fine craft and fine art pieces. The annual Market Awards and Silent Auction were included as part of the Collector's Preview event. Thanks to Silent Auction donors and bidders, record-setting proceeds were collected for exhibitor scholarships in 2006.

Booth Design award winners were as follows: Farmington Fiber Arts (Farmington), received the Best Of Show award; Lacetree Weavings (Perryville), received the award for Best Overall Booth Design; Dan Neil Barnes Studios (Lexington), received Best New Exhibitor; Arrow Peak Metal Art (Highwood, MT), received Best New Out-of-State Exhibitor; Belinda's Sugar-Free Foods (Goshen), received the Best Kentucky Proud Food Exhibitor Award sponsored by the Kentucky Department of Agriculture, and the Exhibitors' Choice Award went to Dan Neil Barnes Studios (Lexington). Laura Ross / Studio Potter (Prospect), was the recipient of the annual Purchase Award.

The 2005 Top Retailer recipients were: Grovewood Gallery (Asheville, NC), for Top Out-Of-State Retailer; My Old Kentucky Home State Park (Bardstown) for Top Kentucky State Park Retailer; The Kentucky Artisan Center at Berea, for Top Kentucky Retailer, and A Taste of Kentucky (Louisville), for Top Kentucky Proud Food Retailer. As second year recipients in their respective categories, A Taste of Kentucky and The Kentucky Artisan Center at Berea will now be retired from the competition and become members of the Retailer Hall of Fame.

In recognition of long-term dedication to personal craft development and an exemplary level of accomplishment, three businesses were designated Kentucky Crafted Emeritus honorees and granted lifetime honorary juried participant status by the Craft Marketing Program. The Kentucky artisans/craft businesses honored are as follows: Life Celebrations Art Design Studio (James and Deborah Greene), La Grange; Warren A. May, Woodworker (Berea), and Marie Hochstrasser (fiber artist), Lexington. "We are blessed and honored to have received such an important award. We do many shows each year but the Market is the most meaningful since it is right here in our own hometown," said Emeritus winner Deborah Greene. Lindy Casebier, Executive Director of Arts and Humanities for the Commerce Cabinet, presented the recipients with a certificate signed by Governor Ernie Fletcher during the invitation only "*Collectors Preview*", March 4, 2005.

KCMP would like to thank the 70 plus volunteers that contributed their time in various areas of the market, including many juried participants of the KCMP and staff from the agencies of the Commerce Cabinet.

KCMP would especially like to thank the Market sponsors. The Kentucky Retail Federation sponsored a luncheon featuring Sherry Masters from Grovewood Gallery (a Niche Award winning retailer in Asheville, NC), who led a discussion on topics pertinent to craft retailers and gallery owners from around the country. Brown Forman Corporation provided support for the Market Program in Kentucky Monthly magazine. Osram Sylvania, Inc. sponsored the Designer Showcase project involving University of Kentucky's School of Interior Design students.

## KENTUCKY CRAFTED: THE MARKET 2005 cont.

For the tenth consecutive year, the KCMP brought in retail shop owners and buyers from around the United States to the Market through its "Fly the Buyer" program. Eight retail shops received complimentary airfare and accommodations to attend. They represented galleries and shops with products ranging from two-dimensional art to fine crafts. The "Fly the Buyer" guests included: Karen Zucker, Klay Gallery, Nyack, NY; Eric Johnson, Ostafin Design, New York, NY; Ronni Kaman, The Collector Gift Gallery, Merrick, NY; Eunice Waller, Waverly House Gifts and Gallery, Springfield, MO; Deanne McKeown, Gifted Hands Gallery and Isadora Handweaving Gallery, Sedona, AZ; Aaron & Monica Maxwell, Harmony Ridge Gallery and Harmony Isle Gallery, Lewisburg, WV; Amy Hoffman, Arts & Artisans, Chicago, IL; and Sherry Masters, Grovewood Gallery, Asheville, NC.

Joining the Market for the first time were 64 new exhibitors, including 11 in the food section, 19 juried craft participants, 18 out-of-state exhibitors, 3 publishers, 12 visual artists, and one Kentucky organization.

The gallery section, back for the third year, featured 42 exhibitors of craft and visual art — one-of-a-kind and limited-production items ideal for museums, collectors, and commissions.

The Kentucky Arts Council's Marketplace booth represented 19 writers, musicians and music groups who were juried into the Kentucky Performing Arts Directory or who have received a Kentucky Arts Council Fellowship Award. Participating artists' books, tapes and CDs were marketed and sold throughout the event. All of the Performing Arts Directory artists' products have been compiled into a catalogue, detailing all titles available and ordering information.

New to the Market 2005 was the *Designer Showcase*, a collaboration between Osram Sylvania Inc., top students from the University of Kentucky School of Interior Design, and art and craft by Market exhibitors. "Live everyday surrounded by Kentucky's best" was the theme of the Designer Showcase, and products from Market exhibitors were featured in a mock house setting to illustrate how Kentucky's impressive cache of art, craft and other products can be used as everyday furnishings and décor.

"This is a perfect example of how state programs are interacting with private businesses and higher education. The students got a chance to work one-on-one with highly skilled experts already in professional manufacturing fields. The students were introduced to art and craft works that could possibly be used in future projects. The manufacturers had the opportunity to present product lines and technical support to college programs. Also, visitors viewing the Designer Showcase had the opportunity to discover how art and lighting can enhance areas in their homes," said Nancy Atcher, product development coordinator for the Craft Marketing Program.



Vallorie Henderson and Fly-the-Buyer, Amy Hoffman, Arts & Artisans, Chicago, IL



Market shoppers lining up Saturday morning!



Young weavers at the Little Loomhouse, Children's Hands-on Education Area.



## Consider Exhibiting at the New York International Gift Fair this August

The Kentucky Craft Marketing Program will once again take five craftspeople to represent Kentucky at the August New York International Gift Fair. The fair is held twice annually at the Jacob K. Javits Convention Center in New York City. The dates for this summer's event are August 13-17. Basic information and a three-page questionnaire to determine market readiness will be sent to all KCMP juried participants shortly. Please take a few minutes to consider if this national wholesale event would be a good next step for your craft business. Vallorie Henderson, Special Projects Coordinator with KCMP, is available to answer questions and discuss your possible participation in the show. She can be reached at 502-564-8110, ext. 481, or by e-mail at [Vallorie.Henderson@ky.gov](mailto:Vallorie.Henderson@ky.gov). In August, the KCMP will be recognized in a 20<sup>th</sup> anniversary celebration for the Handmade section as a charter exhibitor. National media coverage will be extensive for this event that plays host to 43,000 retailers each year.

"The New York International Gift Fair is always surprising. The opportunities are amazing, from catalogues to export and all sorts of wonderful shops. I have relied on this show to bring me the bulk of my business each year."

--Gail Cohen

**Gail Cohen Designs**



*Craft Marketing booth, January 2005*

"My participation in the New York International Gift Fair is invaluable to my business. My work is in galleries all over the United States due to buyers in New York City. It would be really difficult to try to drum up that kind of exposure and sales just by my own "grassroots type" efforts. Also, with the amount of orders, I have been able to really work on refining my craft, as the competition can be pretty rough."

-- Amy Elswick

**Clay House Pots**

## ROADTRIP!

You might also want to watch your mail in the coming weeks for information about a driving trip planned by the KCMP to visit the July 2005 Atlanta International Gift and Home Furnishings Market. This event will be held at **AMERICASMART-ATLANTA** July 15-19<sup>th</sup>. Staff members Vallorie Henderson and Nancy Atcher will be driving KCMP juried participants that are interested in possibly exhibiting at this major wholesale event to and from Atlanta in a state van. While at the show, the group has been invited to meet with the Senior Vice President of Trade-shows, Jo Ann Miller Marshall and the Senior Sales Manager for Handcrafted Design, Grace Creta. Details are still being worked out, but the trip will most likely involve two nights away from home. Anticipated expenses and specific travel dates will be forthcoming. The number of participants will be limited and will be on a first-come, first-served basis.

This planned trip follows on the heels of a similar opportunity offered last January at the New York International Gift Fair where a small group of KCMP juried participants chose to walk the show floor with product development consultant Jennifer Mead and KCMP staff to look at successful marketing techniques, booth design, and current trends in the marketplace. Trips like these are valuable opportunities to see the products and their makers that YOU are competing with!

For more information about the show, visit the show's website at <http://www.americasmart.com>



## Product Development News

### Kentucky Crafted: The Market Designer Showcase is a hit!

Look for another Designer Showcase at the 2006 Kentucky Crafted: The Market. Based on the responses from buyers who attended the Market, exhibitors and general observations by staff who manned the showcase, it was a successful in relaying the message - "Live Everyday Surrounded by Kentucky's Best", the theme for the 2005 Market. Sponsored by Osram Sylvania, Winchester, designed and installed by University of Kentucky School of Interior Design students, the work of nearly 100 exhibitors was shown in room-like settings. The walls, designed by UK faculty and students, were masterfully built by the state's Facilities Management Division to give the illusion of a home. Several exhibitors, such as Douglas Durkee of Infinity Art Furnishings (Burlington), credited the sale of their work to being on display in the showcase.

KCMP has already begun discussion with the School of Interior Design about plans for the 2006 showcase. Planning is expected to begin this fall so that students can work with selected exhibitors on designing products for the showcase area.



*"Just to give you a little feed back.....I had several people come to my booth because they had seen my Geranium painting in the designer showcase."*

*Theresa Shelton*

*"It was a pleasure participating in the Designer Showcase. Not only did I think it was a great idea but it was a successful one. Many people who stopped by our booth mentioned seeing our paintings and commented on how nice the Showcase looked. I look forward to next year."*

*Thanks  
Carol Reesor*



**CMP Announcements****Jack Fifield and Craig Kaviar - Works Chosen For World Expo in Aichi, Japan!****Jack Fifield****Craig Kaviar**

The first World Exposition of the 21<sup>st</sup> Century held in Aichi, Japan, will host an estimated 15 million visitors from March 25 through September 25, 2005. The United States is one of 125 participating countries to exhibit in the 17,000 square foot pavilion, averaging an estimated 10,000 visitors per day.

Kentucky will be the featured state in the U.S. Pavilion Franklin VIP Suite for the week of May 16-23. On Wednesday, May 18, Governor Fletcher and Tourism Commissioner Randy Fiveash will host approximately 200 key Japanese travel professionals. Kentucky is among 17 states that will be promoting themselves as a travel destination for the estimated 1.75 million visitors to the U.S. Pavilion. Guests will also view a specially produced video that showcases Kentucky's appeal as a destination for residents of Japan.

The Craft Marketing Program provided images of craft objects from "Kentucky Crafted" juried participants, submitted based on the specific needs expressed by the VIP Suite's designer, Thom Filica Inc. (TFI), New York, NY. Works by Craig Kaviar and Jack Fifield were chosen by TFI to be included in the VIP suite.

Congratulations to **Craig Kaviar** for providing a 2-light candlestick holder and multiple candlestick holders for a dining table setting, and to **Jack Fifield** for providing a turned, natural-edge cherry bowl.

An additional component of the project includes a 35-page "coffee-table" book focusing on the individual design elements comprising the suite. It will be accessible to all of the suite's high profile visitors and includes photographs of all of the items in the suite accompanied by information about their origin and the vendors who supplied them.

"This is an excellent opportunity to provide international recognition for two of Kentucky's stellar craft artists. We hope it will result in additional opportunities for these two artists and attract visitors to the state who will be interested in the state's other talented artisans," said Fran Redmon, Director of the Craft Marketing Program.

**Want a Cost-effective Way to Generate Wholesale Orders Nationwide?**

In **July 2005**, juried participants of KCMP have a wonderful opportunity to feature their work nationwide in the Lifestyle Crafts Buyers Guide, reaching over 20,000 galleries, museums, specialty gift shops, boutiques, jewelry, clothing & furniture stores, garden outlets, interior designers, and many others!

For as little as \$210, each Kentucky craftsperson will receive a 1/6 page ad (approx. 4 7/8" x 2 3/8") specially designed for you at no cost. Participating studios may also receive a complimentary web link on [www.lifestylecrafts.com](http://www.lifestylecrafts.com) or can purchase a 6 month online ad for a \$40 one-time fee. For more information and to receive your free copy of Lifestyle Crafts Buyers Guide, please contact: Barbara Siembida, 800/582-7294 ext. 111, M-F 9am-3pm EST, or email [bsiembida@ohiocraft.org](mailto:bsiembida@ohiocraft.org). **Deadline: June 4th.**



## **CMP Announcements**

### **Kentucky Arts Centers, Craft Shops, and Other Attractions in April National Geographic**

The Kentucky Artisan Center at Berea is among 32 Kentucky sites featured on an exclusive full-size map of Appalachia in the April issue of *National Geographic Traveler*. In addition to the magazine, which reaches more than 900,000 subscribers, National Geographic has built an accompanying web site that will be active for one year. ([www.nationalgeographic.com/appalachia](http://www.nationalgeographic.com/appalachia))

The "Appalachia Geotourism Map-Guide" is the first project of its kind for the Appalachian Regional Commission, which spearheaded the efforts to stimulate economic development by showcasing the region's natural, cultural and heritage attractions. Kentucky sites on the map include arts centers, historic inns and bed and breakfasts, artisan craft shops, scenic and historic parks and attractions. The map is funded by a grant from the ARC, and was prepared by National Geographic Maps and tourism organizations within the 13 state region. (<http://www.nationalgeographic.com/appalachia/map.html>) National Geographic launched the Web site on March 14, and the magazine was distributed to newsstands and subscribers in mid-March.

A copy of the map can be found with the above link and a list of other featured Kentucky sites are included with this release.

### **2005 GOVERNOR'S DERBY BREAKFAST CRAFT EXHIBITORS**

The Governor's Derby Breakfast involves participants from all over Kentucky and the public will be treated to more than just a great breakfast. All Kentuckians and derby fans are invited to gather on the Capitol grounds, May 7, 2005, 7:00 to 11:00 a.m. (EDT) in celebration of this long-standing tradition that preludes the running of the 131<sup>st</sup> Kentucky Derby. As always, it is free to the public.

For the 23<sup>rd</sup> year, twenty-eight juried participants of the Kentucky Craft Marketing Program (KCMP) will offer guests a variety of quality "Kentucky Crafted" contemporary and traditional handmade ceramics, baskets, jewelry, clothing, wooden furniture, glass, and metal works. Craft exhibitors will be in a new location this year and will take advantage of the wonderful space available to them in the Mansion tent, located between the Breakfast Tent and the Governor's Mansion. For more information, visit [www.governor.ky.gov/specialevents](http://www.governor.ky.gov/specialevents).

The Derby Breakfast is just the beginning of the season for fairs and festivals. For information on events like the Kentucky Guild Fairs (Berea), St. James Arts Fair (Louisville), or Shaker Village of Pleasant Hill (Harrodsburg), and more, go to [artsCouncil.ky.gov/calendar.htm](http://artsCouncil.ky.gov/calendar.htm) or [kentuckytourism.com/events.aspx](http://kentuckytourism.com/events.aspx), for their event calendar listings.



(Derby shoppers arriving early to visit artisans tents!)



## **CMP Announcements**

### **Artist Deduction Bill**

The Artist Deduction Bill has finally made it to the US Congress for a hearing! It's a bill that allows artists to deduct the fair market value of their artwork when donating to an arts organization.

Under current law, artists can deduct only the cost of the materials used to create the works, whereas non-artists can deduct the works at full value. Thus this legislation has two purposes: first, to increase the number of works of art that go to art institutions for the benefit, use and enjoyment of the public, and second, to correct the inequity under which artists now labor.

I'm sure this bill will prove valuable for many in the arts community. Below is a link (you may type into your browser) to the Americans for the Arts webpage about this topic. Type in your zip code there, and it will generate a list of senators that serve your community and will automatically email them a letter of your support (add your address info at the end of the letter).

Please follow this link to send a letter, and send this message to others who you feel would support the cause!  
<http://capwiz.com/artsusa/issues/alert/?alertid=7155976&type=CO>

### **Kentucky Craft Community Plays Major Role in National Craft Conference**

Kentucky will host the 2005 national conference of the Craft Organization Development Association (CODA), "Building Communities: Partnerships in Craft" on June 2-5. Conference activities will be held on the campus of Berea College, at the Kentucky Artisan Center at Berea and in Hindman, Kentucky at the Knott County Branch of the Hazard Community and Technical College, and the recently opened Kentucky School of Craft.

Fran Redmon, director of the Craft Marketing Program, serves as conference chair. Tim Glotzbach, dean and founding director of the Kentucky School of Craft, and Victoria Faoro, executive director of the Kentucky Artisan Center at Berea are the conference co-chairs.

Several leading Kentucky artists and organization representatives will be serving as panelists and presenters throughout the conference including:

- Cheryl Moorhead Stone, Center for Economic Development, Entrepreneurship and Technology
- Chris Cathers, Kentucky Artisan Heritage Trails
- Craig Kaviar, Kaviar Forge
- Judy Sizemore, Kentucky Arts Council
- Ken vonRoenn, Jr., Architectural Glass Art and Glassworks
- Larry Watson, Watson Clay Art
- Mark Barone, Paducah Artist Relocation Program
- Mike Mullins, Knott County Community Development Initiative
- Mike Stutland, Artique
- Nancy Atcher, Kentucky Craft Marketing Program
- Randy Stone, City of Berea
- Scooter Davidson, Mellwood Arts and Entertainment Center
- Victoria Faoro, Kentucky Artisan Center at Berea

The conference is being supported by Berea College, The Hazard Community and Technical College, and the cities of Hindman and Berea. Special assistance is being provided by the Kentucky Guild of Artists and Craftsmen and the Berea Arts Council. Sponsors include the Appalachian Regional Commission, the Kentucky Craft Marketing Program, Brown-Forman Corporation, and Berea College.

For complete information on CODA, the conference agenda, and registration details, visit the following links: <http://artscouncil.ky.gov/whtsnew/bmoon/mayjun05/index.htm> or [www.codacraft.org](http://www.codacraft.org)



**CALENDAR OF EVENTS****2005 CMP Jury Session Is FAST Approaching!**

This is a reminder to all juried participants of the jury dates for this year. If you have any new products that are not in their original medium that you had juried in, you will need to jury these items through the upcoming jury process. If you have similar product that is close to the technique used for your juried products and would like an interim review, or would like clarification to determine if you need to jury it separately, you may send those in to our offices prior to jury session.

Letters have been sent to all who are in danger of losing their juried status. The CMP requires that you participate in at least one qualifying event every three years. There are many opportunities to participate: exhibiting or volunteering at Kentucky Crafted: The Market, attending workshops sponsored by the Program, answering requests for gifts or display items, participating in the Kentucky Collection, selling to the Artisan Center, exhibiting at the Derby Breakfast. Please remember to contact Charla Reed if you have received this letter. Those who do not respond will lose their juried status and will have to resubmit their work to the jury. Please let us know if you are unsure or would like to find an opportunity to participate.

The session, scheduled for **June 6-10, 2005**, is open to all Kentucky residents creating traditional and contemporary crafts in ceramics, fiber, glass, leather, metal, stone, wood, mixed-media, natural/organic, and paper. New work is reviewed according to quality standards in the areas of originality, technique, and design.

Applicants must provide five product samples for each entry submitted. The entry fee is \$20, regardless of the number of entries. Samples may be mailed in advance, or hand-delivered. Due to the upcoming relocation of CMP offices, mailed entries **must** be received in our offices between May 16 – 27. **Entries received before or after these dates WILL NOT BE ACCEPTED.** Hand delivered samples may be dropped off at the Civic Center **ONLY** on Monday, June 6 (9am - 3:30pm, EDT) and picked up **ONLY** on Friday, June 10 (1pm - 3:30pm EDT). The jury process will again be held in the Farmhand Dudgeon Civic Center, 405 Mero Street, Frankfort, Kentucky 40601, Meeting Rooms A, B, & C.

Applicants can visit [www.kycraft.ky.gov](http://www.kycraft.ky.gov) to fill out an application online, print on a home computer, and submit with their entry. Persons without a home computer may use a computer at their local library, or contact the KCMP office to request a printed application.

For additional information on the jury process and pre-jury sessions, or to request a printed craft jury application, please contact Charla Reed, 888/592-7238 (502/564-3757), or email [charla.reed@ky.gov](mailto:charla.reed@ky.gov).

For information on the Visual Arts at the Market program, please contact Amber Luallen, 888/833-2787 (502-564-3757), or email [amber.luallen@ky.gov](mailto:amber.luallen@ky.gov)

**2006 Kentucky Crafted: The Market Dates  
March 2-5  
Moving to South Wing B**

**Kentucky Fair & Expo Center, Louisville, KY**



## TECHNOLOGY TIPS

### Help Shape a Workshop

I've been asked to present a one-hour session on "Technology Basics" at our annual Workshop Weekend this August. If you might attend the workshop, here's your opportunity to have some input on the scope of topics.

In our group of over 400 juried participants, 285 have email addresses, and 130 have websites. I'd like to hear from those of you who are using technology, and from those who aren't.

Please drop me a quick line and let me know:

- How important is technology to your business?
- What programs do you use regularly in your business?
- Do you use accounting software?
- Do you sell your work online? If so, are you pleased with the volume of sales?
- If you sell your work online, are sales through your own website or others?
- What other purposes does your website serve for you?
- If you don't own a computer, are you considering purchasing one? How soon?
- Are you intentionally remaining "technology-free"? Why?
- If there are obstacles to your use of technology, what are they?
- What do you find most frustrating about technology?
- If you could attend the ideal one-hour technology workshop, what would you most like to learn?
- Tell me the three most important technology needs you have.

Your input will be a tremendous help to the planning process. And, if you provide ideas, you'll help ensure that the session meets your needs. ☺

Write me: Marcie Christensen, CPT—22nd Floor, 500 Mero St., Frankfort, KY 40601  
Call me: 502/564-8110, ext. 489 or 800/592-7238  
Email me: Marcie.Christensen@ky.gov



*I would love to hear from you!*

**Mark Your Calendar — Join us for Workshop Weekend 2005**  
**CRAFT BUSINESS TODAY: ASSESS YOUR GOALS AND PLAN FOR SUCCESS**  
**A Seminar for Kentucky Art and Craft Businesses at Berea College — August 12 – 13, 2005**

This two-day workshop, jointly presented by the Kentucky Museum of Art and Craft and the Kentucky Craft Marketing Program, will feature national, regional and local art professionals presenting sessions on:

- Writing a business plan
- Planning for your new product
- How to plan where to sell your product
- Outsourcing that will allow you to do what you do best
- Technology Basics
- Reproduction issues for 2-D artists

The 10<sup>th</sup> annual RUDE OSOLNIK AWARD will be presented to an outstanding Kentucky craft artist at the Friday evening dinner.

**Watch your mailbox in early July for the Workshop Weekend brochure.**